

**REMARKS**

This Amendment is responsive to the official action dated September 17, 2010. The claim amendments included herein are merely clarifying amendments and are not meant to change the intended scope of the claims. Thus, the amendments present the rejected claims in better form for consideration on appeal, and they should be entered in due course. Moreover, the amendments are manifest, requiring only a cursory review by the Examiner, thereby providing additional ground for their entry.

Claims 1-8 and 10-19 were pending in the application. In the official action, claims 1-8 and 10-19 were rejected. In this Amendment, claims 1, 4, and 10-19 have been amended. Claims 1-8 and 10-19 thus remain for consideration.

Applicant submits that claims 1-8 and 10-19 are in condition for allowance and requests reconsideration and withdrawal of the rejections in light of the following remarks.

**\$102 Rejections**

Claims 1-8 and 10-19 were rejected under 35 U.S.C. §102(b) as being anticipated by Holtz et al. (US Patent No. 6,760,916).

Applicant respectfully submits that the independent claims (claims 1, 4, and 10-19) are patentable over Holtz.

Applicant's invention as recited in claim 1 is directed toward a transmission apparatus. The claim recites "a first production means for producing a first content of a video signal and/or an audio signal;" and "second production means for producing a second content corresponding to the first content, the second content including a script for outputting a graphical user interface." The claim further recites that "the reception apparatus changes the graphical user interface relating to the first content in accordance with the second content and the viewing history, which is stored in the reception apparatus such that the changing of the graphical user interface is conducted

entirely at the reception apparatus." (Emphasis supplied.)

Supporting disclosure for the emphasized recitation, and the advantages associated with such recitation, can be found in the specification at, for example, paragraph [0207]. Claims 4 and 10-19 include similar recitations. Notably, in the scenario described in paragraph [0206] the content of the Web page to be transmitted is re-structured at the server side.

Holtz does not disclose the emphasized recitation. Accordingly, Applicant believes that claims 1, 4, and 10-19 are patentable over Holtz on at least this basis.

Further, since dependent claims inherit the limitations of their respective base claims, Applicant believes that dependent claims 2, 3, and 5-8 are patentable over Holtz for at least the same reasons as discussed in connection with the independent claims.

Applicant respectfully submits that all of the claims now pending in the application are in condition for allowance, which action is earnestly solicited. If any issues remain, or if the Examiner has any further suggestions, the Examiner is invited to telephone the undersigned at (908) 654-5000.

The Examiner is hereby authorized to charge any insufficient fees or credit any overpayment associated with the above-identified application to Deposit Account No. 12-1095.

Application No.: 10/518,783

Docket No.: SONYJP 3.3-309

The Examiner's consideration of this matter is gratefully acknowledged.

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